



The Apple Macintosh
Family of
Business Computers.



***"I need more than a
machine. I need
answers."***



Whatever Macintosh you choose, you've chosen wisely.

When business people first sit down in front of an Apple™ Macintosh, they discover a personal computer with one startling advantage.

It doesn't get between you and your work.

Instead of baffling jargon and complex procedures, an Apple Macintosh offers you a computing environment as familiar as your own desktop. As varied as your own business.

Instantly, recalculating a spreadsheet or plotting a sales curve becomes a question of human intuition, not technical expertise. Information can be organised, analysed, and presented graphically with astonishing clarity. Documents can leave your desk looking as though they have just returned from a professional print shop.

With an Apple Macintosh computer, powerful business programs can be mastered in a matter of hours. Learning a single program opens the door to using hundreds more – because virtually all Macintosh software works much the same way. Which means endless hours of productivity instead of endless hours of training.

The result: while other companies talk about copying our revolutionary technology, more and more business people are deciding to buy the original. In the past year alone, sales of the Apple Macintosh Plus to business more than doubled.

Now, Apple has developed new ways to exploit the talents of Macintosh computers – and to offer the business community even more.

More speed and memory to meet the demands of increasingly powerful business software. More flexibility to customise and create computer systems tailored to very specific needs. Even more ability to share information with other computers regardless of their size, shape or brand name.

The new Macintosh family of personal computers is a complete line of productivity tools that offer a wide range of solutions to meet your business needs.

“Macintosh opens your mind and lets you explore problems and opportunities in detail, on levels that were previously unattainable.”

Richard Sharabura
Creative and Financial Strategist
Chatsworth Group

“Any program that can't be learned in a day or less is of little use to us. Fortunately, nearly every program on the Macintosh can be mastered in that time.”

L. Page Maccubin
President
Page Bennett Associates

The Macintosh

An answer for every b

Macintosh SE: Increased performance from a proven business partner.

Friendly. Flexible. Portable. Powerful. The Macintosh SE carries all the traditional virtues of Apple Macintosh technology to new levels of performance.

Now all of the storage options that reside outside the Macintosh Plus can be built right into the Macintosh SE. Choose a Macintosh SE with two internal 800K floppy-disk drives. Or order one with a single internal floppy-disk drive and an internal 20-megabyte hard disk. Either way, you can store mountains of information without adding an extra inch of clutter to your desk.

Inside this compact powerhouse, built-in memory options range from 1 to 4 megabytes. So the Macintosh SE is more than ready to work on your largest spreadsheets, sort through your deepest databases, and edit your lengthiest documents. And quite prepared to accommodate future generations of advanced business software.

In short, the Macintosh SE has all the memory and power the average business user could ever want.

Plus the exciting new feature so many business users have been eagerly awaiting: expandability.

Inside the Macintosh SE is an expansion slot. Which means that your Authorised Apple Dealer can now customise your computer with an ingenious piece of plug-in circuitry called an expansion card, transforming your Macintosh SE into a unique tool to suit your specific needs.

Need to work on data files from standard MS-DOS programs in your Macintosh environment? There's an expansion card to let you do it.

Need to connect your Macintosh to other computers in your office? There's an expansion card to do it. Just plug it in and

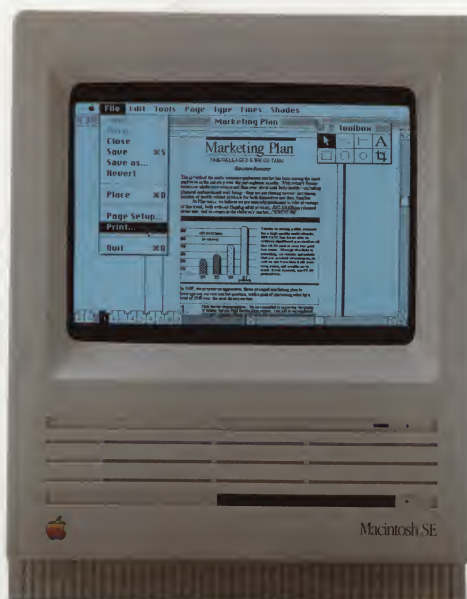
you open the door to non-Apple computer networks, even mainframes.

New cards are being developed to make the Macintosh SE faster, smarter, more communicative, and more compatible with other computers than ever before.

For even further flexibility, the Macintosh SE offers you a choice of keyboards. There's the traditional Apple Keyboard. Alternatively, the Apple Extended Keyboard (based on the IBM® standard) – with 15 function keys for added convenience.

The Macintosh SE: no other business computer is compatible with so many business environments – whether you work in a corporate office or on your own.

Which is a very good reason to make the Macintosh SE your business partner.



Before we elaborate on the unique qualities of our three Apple Macintosh computers, we'd like to list some of the unique advantages they share.

Each is compatible with the extensive library of powerful Macintosh software. Each provides a working environment that's intuitively easy to understand and use. Each can easily share information with other Macintoshes or with other manufacturer's computers. And each can share peripherals such as our LaserWriter™ printer. All thanks to the plug-together simplicity and powerful information sharing capabilities of our AppleTalk™ network.

So, whichever member of the Macintosh family you choose, your investment in training, software, and peripherals is always preserved.

"The Macintosh is a truly dynamic machine."

Martin Dann
Manager of Office Division, Allied Linotype.
(Responsible for DTP involvement in UK.)

Macintosh Plus: The computer that made Macintosh technology a business standard.

The Macintosh Plus has already won the hearts of thousands of business people.

For some very logical reasons.

First and foremost, you needn't be a computer expert to use this computer expertly. From your very first viewing, the Macintosh Plus screen is familiar territory. Documents and programs are represented by graphic "icons" you'll have no trouble recognising: File folders. Pads of paper. Even a waste paper basket.



Macintosh commands are written in plain English. And they're listed for you in "pull-down menus" that are always accessible on screen. On your desktop, an ingenious rolling box called a "mouse" lets you select programs, open files, and execute commands in an elegantly direct manner – by pointing at what you want, and clicking a button on the mouse.

In short, the Macintosh Plus lets you use human instincts.

To command a very powerful computer.

The Macintosh Plus wields a full megabyte of built-in memory – enough to handle today's most advanced productivity software. It comes equipped with an 800K, double-sided disk drive that stores the equivalent of 400 typed pages on a single 3 1/2 inch disk. Its high-resolution screen is easy on your eyes, and legendary for its brilliant graphics.

If all that standard equipment isn't enough, the Macintosh Plus lets you augment your system as easily as you put a plug in a socket.

Add an external disk drive, and you can work with twice as many documents and programs without swapping disks. Or plug in an Apple Hard Disk 20SC, providing 20 megabytes (about 10,000 pages worth of storage), and you can collect all your applications and files in one place, and access them much faster.

Plug in AppleTalk, our powerful network and you've connected to other people and other peripherals.

All this – and its eminently affordable price – make the Macintosh Plus the logical choice for business people, consultants, and freelancers who need the power of a computer to organise their day-to-day work.



Introducing Macintosh SE.

Built-in Enhancements.

The new Apple Macintosh SE takes everything we learnt from the evolution of our popular Macintosh Plus computer and places it in one compact, powerful package. What were once plug-in enhancements are now built-in features – such as an internal hard disk for greatly increased storage.

Now, a new expansion slot lets you customise the Macintosh SE to meet your own specific needs. The result is a swift, versatile productivity tool for the mainstream business user.

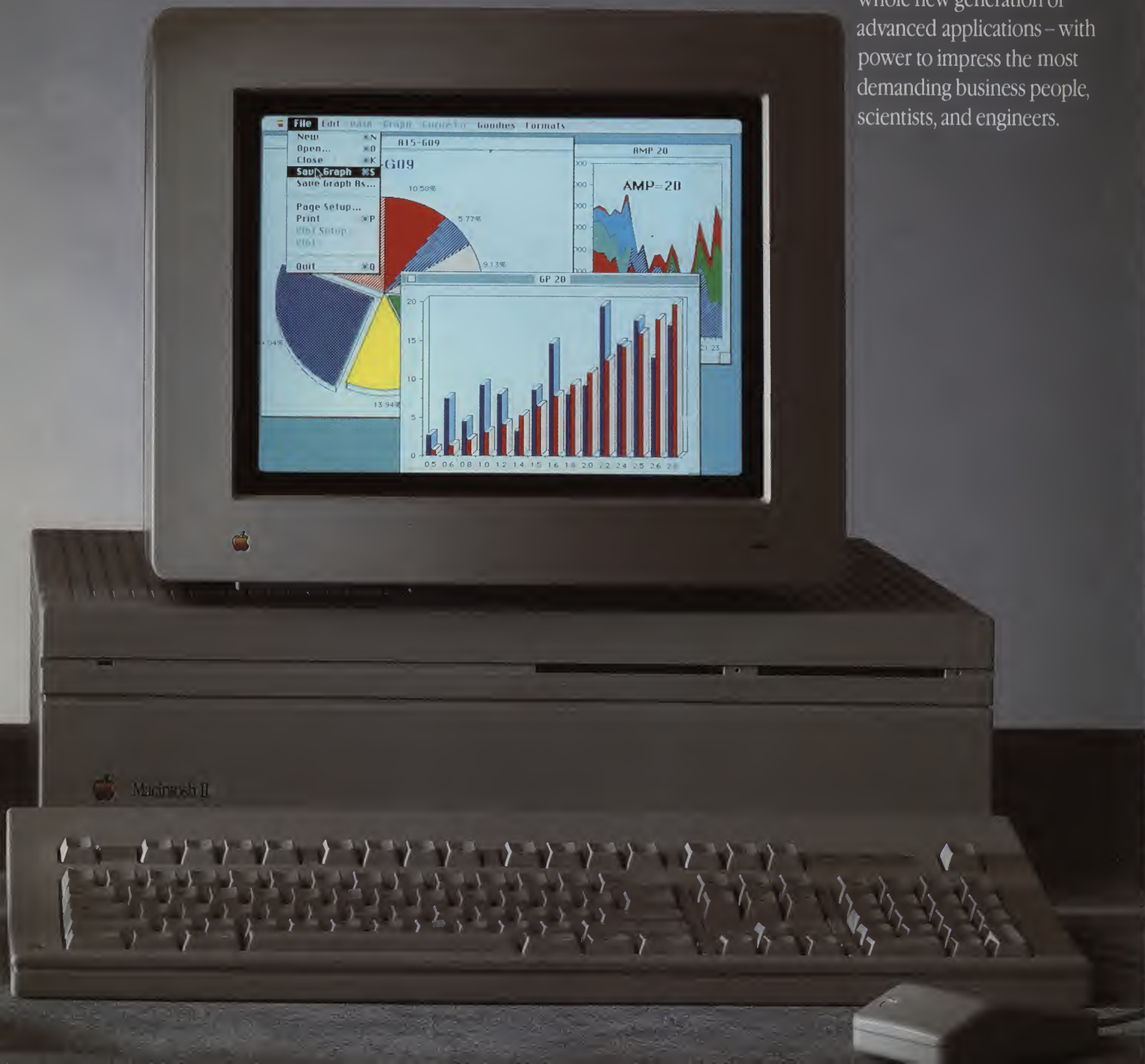


Introducing Macintosh II.

Open Architecture.

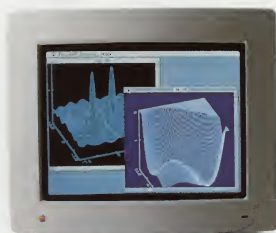
The new Apple Macintosh II has an enormous capacity for information and the ability to process it at blinding speeds. Of course, it works with existing Macintosh software; but what sets this computer apart is its endless possibilities.

Designed to be fully expandable, the Macintosh II is poised on the brink of a whole new generation of advanced applications – with power to impress the most demanding business people, scientists, and engineers.



Macintosh peripherals: At the heart of a hundred solutions.

The Macintosh II offers you a choice of two larger monitors: one with brilliant colour (13"), one with crisp black and white (12"). Also both the Macintosh II and the Macintosh SE let you select the keyboard you're most comfortable using: the sleek new Apple Keyboard, or the Apple Extended Keyboard with its integrated numeric keypad and 15 function keys.



AppleColour RGB Monitor



Apple Monochrome Monitor



Apple Keyboard



Apple Extended Keyboard

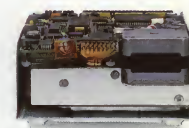
Any Macintosh lets you store vast amounts of information. You can plug 20 megabytes of storage into your Macintosh Plus with the external Hard Disk 20SC. Use an internal 20 megabyte hard disk for your Macintosh SE. Or choose from a variety of internal hard disks (20, 40, even 80 megabytes) for the Macintosh II. Add an Apple Tape Backup, and your valuable data is doubly secure.



Apple Hard Disk 20SC



Apple Tape Backup 40SC

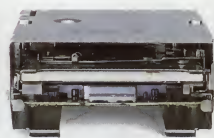


Macintosh Internal Hard Disk

Enhance your Macintosh Plus with an external disk drive and you dramatically cut down on disk swapping. Or save space by incorporating two internal drives in your Macintosh SE or Macintosh II. Both our new computers let you use the Apple PC 5.25 Drive to import existing MS-DOS data files into the Macintosh environment.



Apple Unified External 3.5 Drive



Apple Internal 3.5 Drive



Apple PC 5.25 Drive

The dot-matrix ImageWriter II is a printing workhorse—whether its churning out drafts at 2 1/2 pages a minute or calmly creating near-letter quality text. Go on-line with information services, mainframes, or other personal computers anywhere in the world over ordinary telephone lines using the Apple Modem. With AppleTalk you can hook into as many as 32 Apple Macintosh computers, IBM PC's and peripherals. All at a fraction of the cost of other networks.



ImageWriter II Printer



AppleTalk



Apple Modem

Quiet as a whisper, the LaserWriter and LaserWriter Plus printers produce entire pages at a time. In a wide variety of fonts and type styles. With a resolution (300 dots per inch) that rivals typesetting. Plug one into our AppleTalk network, and it can be shared by up to 31 users.



osh Family. usiness environment.

Apple Macintosh II: The possibilities are endless.

The new Macintosh II computer is the most powerful Apple Macintosh ever. It runs programs faster and its new modular design is more flexible than ever.

The greatest strength of the Macintosh II lies in its unprecedented expandability. Lift the lid and you see slots for up to six expansion cards – an invitation to make this



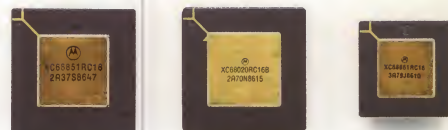
second-generation Macintosh computer challenge the limits of personal computing power.

This "open architecture" lets you take advantage of all the expansion capabilities simultaneously. What's more, it prepares the Macintosh II computer for an explosion of imminent technology – from laser-encoded memories that can store as much information as found in an encyclopaedia on a single disk, to huge ultra sharp screens for computer-aided design, to other concepts that are now just a gleam in an engineer's eye.

But just because the Macintosh II has an eye on the future doesn't mean it neglects the needs of today's most demanding users.

Inside, a state-of-the art 32-bit micro-processor (the Motorola 68020), running at twice the processing speed of a Macintosh Plus, makes the already swift Macintosh

software library up to four times faster. A special co-processor, (the Motorola 68881) does mathematical calculations up to 200 times faster.

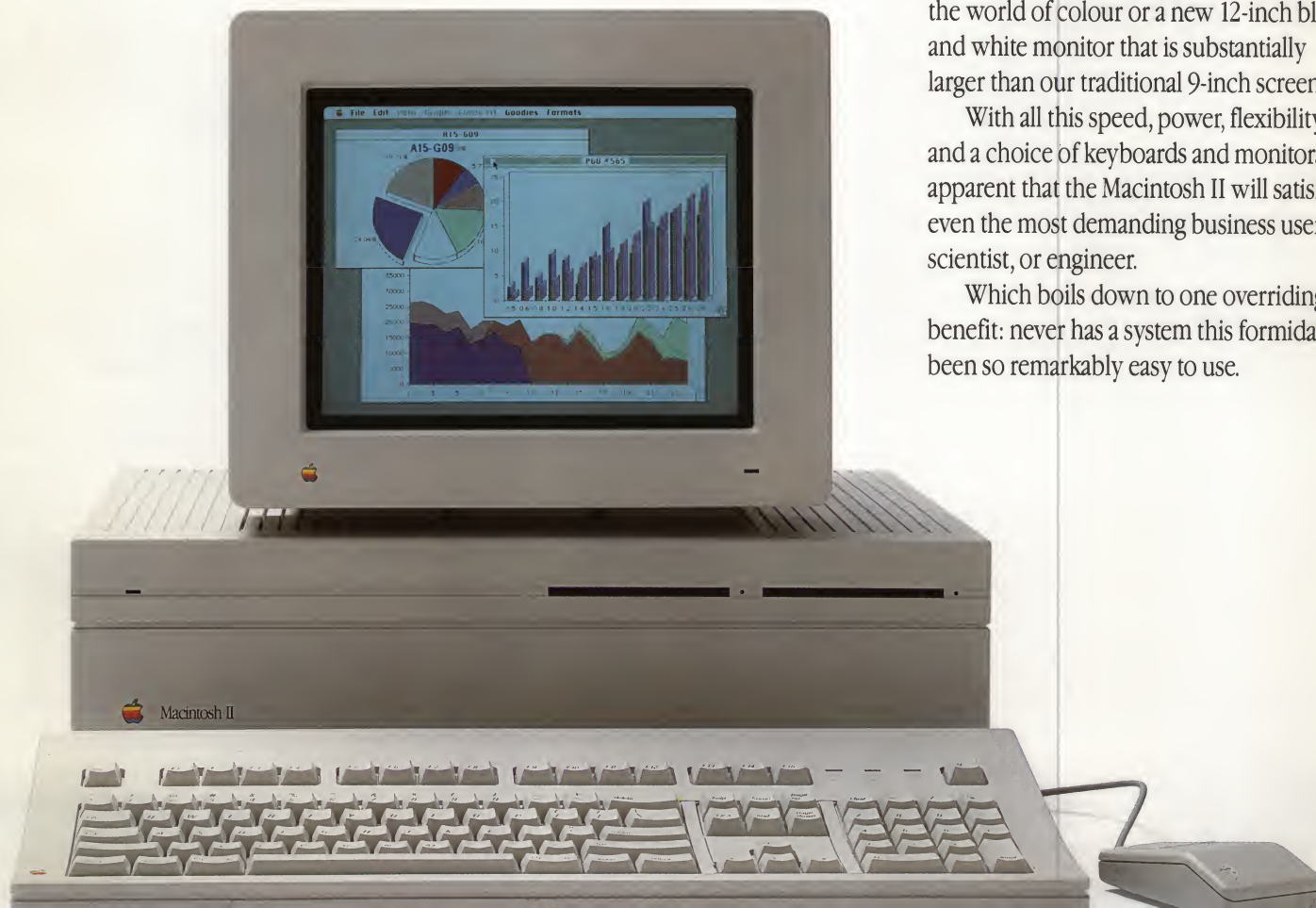


Memory options range from a powerful 1 megabyte to a phenomenal 8 megabytes. A 40-megabyte hard disk is recommended equipment – with a wide range of other options available, up to an 80 megabyte hard disk, if you choose. So you can keep a vast library of software, data files, worksheets, and documents within seconds of your screen.

Your screen? There's a choice. A big 13 inch monitor that introduces Macintosh to the world of colour or a new 12-inch black and white monitor that is substantially larger than our traditional 9-inch screens.

With all this speed, power, flexibility, and a choice of keyboards and monitors, it's apparent that the Macintosh II will satisfy even the most demanding business user, scientist, or engineer.

Which boils down to one overriding benefit: never has a system this formidable been so remarkably easy to use.







Just about any personal computer can do a fairly competent job helping you process words, manipulate numbers, and file information. Which is fine, if "competent" is all you want.

If you want more, you'll want an Apple Macintosh.

Because a Macintosh computer does more than ease the drudgery of routine tasks. It frees you to do your best work. Swiftly. Intuitively. With the computer as a productive partner – not a glorified appliance.

How? Macintosh has a way of displaying information so clearly – and letting you manipulate this information so quickly – that you have an unparalleled opportunity to be more productive.

And more persuasive.

Write a memo on a Macintosh, and you not only convey your thoughts – you make them compelling. Spend an hour with a Macintosh spreadsheet, and you boil down a mass of numbers to a set of inventive solutions.

Whether you think best in words, numbers, or pictures – whether you move from task to task or concentrate on one complex job each day – your work flows more smoothly, shows more thought, gets more results.

You find time to try things you would never have considered otherwise.

"The Macintosh increases productivity. And we don't just mean speed. We mean quality as well."

Peter Falconer
Marketing Executive
Plessey Information Engineering

Business has never looked so good.
Apple DeskTop Publishing.

"The system has immensely improved our ability to respond quickly with written ideas and proposals. The Macintosh and the LaserWriter have made our documents more persuasive and readable than ever before."

Tom Simpson
Vice president, Corporate Finance
McLeod Young Weir

“Financial matters are best described as a graph or illustration, and that’s something that you just can’t do quickly and make it look good without a Mac.”

Francis Hughes
Training Manager for LHW Futures,
a Futures Broker – financial consultants

One look at an Apple Macintosh screen, and you know you're dealing with an impressive graphics machine.

One glance at the documents that emerge from an Apple LaserWriter™ printer, and you know it can make you look very good on paper.

Almost singlehandedly, the Apple Macintosh/LaserWriter combination has transformed the way many businesses communicate.

It's easy to understand why: Apple Desktop Publishing is the simplest, most cost-effective way to maximise the impact of all printed work your company produces.

Because with Macintosh technology, Desktop Publishing isn't something that's added on. It's something that's built in.

All Macintosh software is designed to use the power of Macintosh graphics. Popular spreadsheets like Microsoft Excel™ have the innate ability to turn eye-straining rows of numbers into eye-catching graphs and charts. Macintosh databases do more than organise information – they let you display it in a variety of attractive formats. Graphics can be cut and pasted into word-processing documents with a click of your mouse.

The result: everything you produce on your Macintosh—even the simplest memo or the roughest draft—can have a finished, professional look.

When more sophisticated page composition is necessary, programs like

PageMaker,™ Ready Set Go™ and Xpress™
can take elements – whether text, numbers
or graphics – from any number of
Macintosh programs, and blend them into
dazzling reports, catalogues, or newsletters.

All without a single printing bill.

With optical scanners like Thunderscan™, any photograph or printed image can be transferred to your Macintosh screen. With the new Full Page Display monitor from Radius, you can view an entire standard-sized page at a single glance.

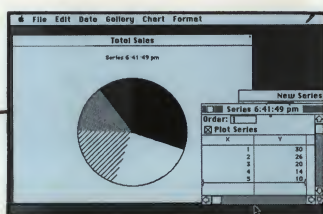
Which means now, more than ever, what you see on your Macintosh screen is exactly what you get from your LaserWriter printer.

Point. Click. Cut. Paste. Everything – from hardware to software – works together smoothly and easily. You have total control over your output – with no extra switches to flick or costly circuitry to add on.

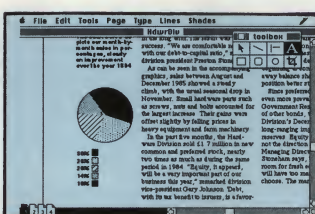
You'll be impressed with the results.

Whether you're submitting a crucial 20-page report to management, presenting plans to a client on overhead transparencies, or mass-mailing a brochure to thousands of customers, an Apple DeskTop Publishing system makes your audience take notice.

Which is what effective communication is all about.



1. Macintosh software lets you create anything – text, numbers, and graphics – with the same simple point-and-click



2. Then blend all those elements into a persuasive report. What you see on the screen is exactly what you'll get on paper.



3. With a click of the mouse, the LaserWriter prints the eye-catching results and makes your points perfectly clear.

Report to the Board of Directors

Inter

Report to the Board of Directors

Brazil
Britain
France
Japan
Portugal
Spain
Sweden
Switzerland
W. Germany

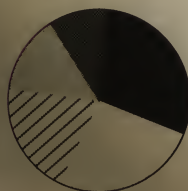
£31,200
£27,040
£20,800
£14,560
£10,400

Hardware Division

Total Sales, August–December, 1985 (x000)



An exciting sales period capped a winter and spring of research and redevelopment. The chart below depicts our month-by-month sales in percentages, clearly an improvement over the year 1984



30%
26%
20%
14%
10%

The Hardware Division tackled a large improvement project between January and June of last year. Many routine operations were shut down to cut costs in the long term. The result was a success. "We are comfortable now with our debt-to-capital ratio," said division president Preston Stoneham.

As can be seen in the accompanying graphics, sales between August and December 1985 showed a steady climb, with the usual seasonal drop in November. Small hardware parts such as screws, nuts and bolts accounted for the largest increase. Their gains were offset slightly by falling prices in heavy equipment and farm machinery.

In the past five months, the Hardware Division sold £1.7 million in new common and preferred stock, nearly two times as much as during the same period in 1984. "Equity, it appears, will be a very important part of our business this year," remarked division vice-president Gary Johnson. Debt, with its tax benefit to issuers, is a favor-

ite tool for corporate financiers. Since August, the hardware division has raised more capital through debt than with stock. The pace of stock retirements is going strong, and will continue to do so, predicts division controller Joel Richards. Other companies in our markets which stocked up on debt in recent years are beginning to consider trimming their runaway balance sheets. This makes our position better still.

Since preferred stock could become even more prevalent in mergers since the Government Reserve Board limited use of other bonds, the surge in the Hardware Division's December sales could have long-ranging implications for its cash reserves. Equity offerings, however, are not the direction we will head in 1986. Managing Director, Mr. John Stoneham says, "I don't think there is room for fresh equity financings. Buyers will have too many from which to choose. The market is saturated."

How to get people who work Apple DeskTop

"The Macintosh in communications has provided software solutions at the user level."

Chris Veal
General Partner
Arthur Young and Company

Today, many businesses need more than a computer that stands out from the crowd. They need computer systems that share information as easily as they process it.

Which is why Apple designed the Macintosh family of computers to work well in groups. Just the way people do.

Turn any Macintosh round, and you'll find a small socket which is the gateway to the AppleTalk Personal Network. The ideal solution to help business workgroups communicate more effectively.

AppleTalk is the largest selling personal computer network in the world. For some elegantly simple reasons.

Unlike most networks, setting up AppleTalk couldn't be easier. Everything just connects simply together.

In a matter of minutes, you can connect up to 32 AppleTalk devices including Macintosh computers, IBM PCs, and peripherals such as a LaserWriter printer. A hard disk for expanded storage. A tape backup to protect your valuable data.

Then, with our new AppleShare™ software, any Apple hard disk with a Macintosh can become a file server for the entire workgroup. Which means everyone with the proper security access can get to a shared storehouse of files – at the same time. The result is a dramatic increase in efficiency: instead of waiting (and competing) for information, people can use the same sources to generate an abundance of results – swiftly and smoothly.

Because an AppleTalk workgroup is so productive, it's inevitable that the shared LaserWriter printer will be getting a lot of use. So we've created LaserShare™ software to keep everything flowing smoothly. With LaserShare, hundreds of documents can be queued up and printed in any order you choose – while your Macintosh is free to work on other tasks.

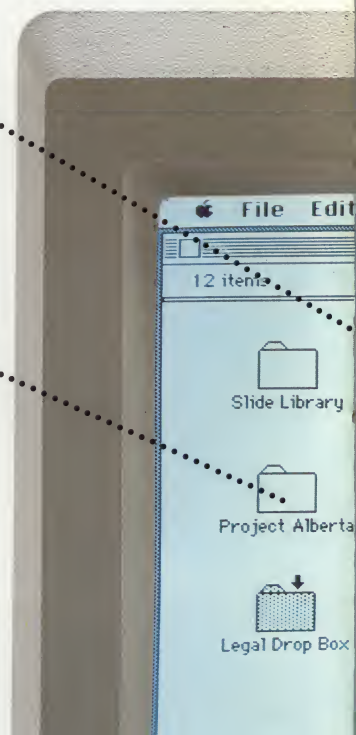


Minicomputers



With a Macintosh II (or Macintosh SE) and an Apple PC 5.25 Drive, you can share data files with virtually any MS-DOS

Use AppleShare file server software and everyone with security access in your AppleTalk network can access the same



Work together to work together. Communications.

To extend your network throughout a department, or the entire company, you can use gateway and bridging products to simply connect your AppleTalk workgroups to a backbone network like Ethernet™. Instantly, you're communicating with colleagues upstairs, downstairs, or next door.

But what if half your colleagues are already using IBM PCs?

No problem.

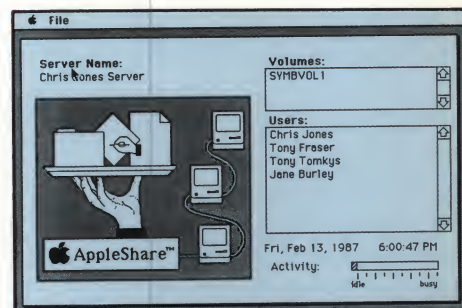
Now, even if your company has a solid history with IBM-style equipment, it has a solid future with Apple Macintosh.

Your IBM PC or compatible can be connected to the AppleTalk network using the AppleTalk PC card. Now you can exchange information such as Lotus 1-2-3 spreadsheets with Microsoft Excel

worksheets. Or transfer documents from Wordstar to Microsoft Word 3.0 and watch how that same data can be used to train employees more easily, draw conclusions more quickly and make points more clearly.

Thanks to the open architecture of the new generation of Apple Macintosh computers, and gateway products that connect AppleTalk through to other industry – standard networks, the Macintosh family can now communicate with virtually any brand of mainframe or minicomputer.

In short, now that our hardware is so easy to connect to other environments, your computing options increase by leaps and bounds.



AppleShare™ from Apple Computer

Instead of having to choose between different environments, you can build systems that take advantage of the Macintosh and the LaserWriter, the IBM PC or its compatibles, other company's peripheral devices, even mainframes.

But hardware compatibility has positive implications on the human level, too.

Now, no matter what computers they use, department heads can communicate directly with engineers, managers with their staff, accountants with the sales department.

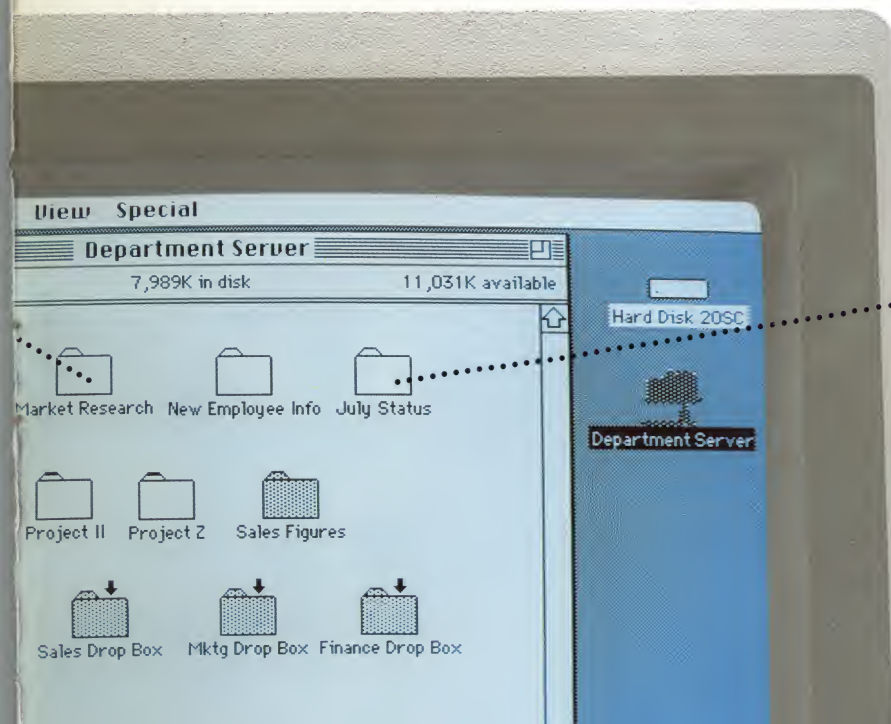
Even your financial director and store manager can exchange points of view, instantly.



Shared Printers



Mainframes



Plug an AppleTalk PC Card into any IBM PC or compatible and it's ready to join your AppleTalk network and take

When you use Macintosh with the best

"Microsoft Excel used with a Macintosh is the most powerful spreadsheet/microcomputer combination available. The number-crunching power is awesome."

Tom Simpson
Vice President, Corporate Finance
McLeod Young Weir

"The Macintosh is used for all our accounting work, as well as correspondence. It really has paid its way."

David Kilpatrick
Editor and Designer of The Master
Photographer

For all its milliseconds and megabytes, the most highly touted computer is only as powerful as the software programs that help you get your work done.

Fortunately, the best software in the world runs on Apple Macintosh computers.

Don't take our word for it. Independent industry – watchers agree that the most meaningful innovation in software today is taking place on the Apple Macintosh. A trip to your local Authorised Apple Dealer will reveal that much of the newest, most advanced business software is available in an exclusive Macintosh form – with powerful features that outperform anything else available in the industry.

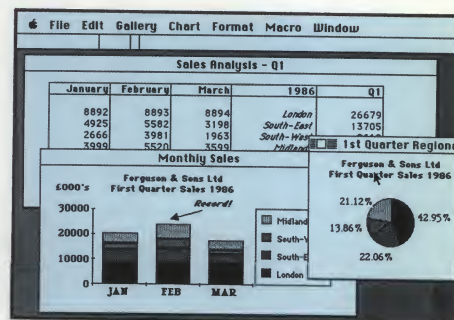
Today, thousands of businesses use Macintosh computers for everything from basic business productivity to specialised tasks in engineering, the sciences, computer-aided design, project management... the list goes on and on.

But before we get too esoteric, let's start with the most fundamental aspect of any business: Your bottom line.

If you work with numbers, you'll undoubtedly work better with Apple Accounting™ – a fully integrated business management software package that takes

full advantage of the hard disk facilities available with the Apple Macintosh. Which enables you to consolidate all your accounting functions on one disk.

With the bonus that it allows you to use any of your accounting information with other Macintosh software applications, such as spreadsheets, business graphics,



Microsoft Excel from Microsoft Corporation

databases or communications.

Or there is Microsoft Excel which combines the most powerful spreadsheet available on any personal computer with a database and business graphics. You can translate a year's sales records into a spreadsheet for detailed analysis, and then turn it all into a lucid graph to forecast future trends. Or use time-saving macros to unleash hundreds of instructions with a single command.

With sophisticated relational databases such as Omnis 3 Plus™, you can efficiently collect and store all sorts of information:



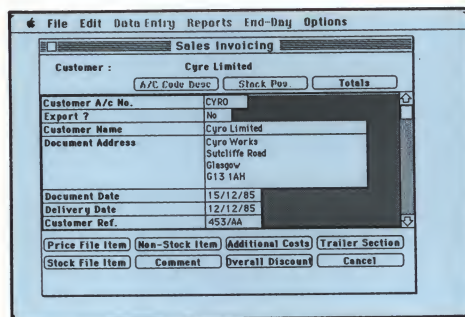
With software, you work in business.

names, dates, sales, products, accounts, and more. Then sort and cross-reference that information to find, for instance, which customers bought more than £10,000 worth of Product X last December. Even create customised data-handling systems for everyone from doctors to lawyers to financial controllers.

If you spend time writing memos, letters, and reports, it's a wonder you've survived this long without a program like Microsoft Word 3.0. It lets you enhance your documents with different type sizes and styles. Speed through specialised tasks from footnotes to form letters. Work with up to four separate documents at the same time. Blend words with graphs, charts, and drawings to make your points resoundingly clear.

Then there's Microsoft Works. Integrated word processor, spreadsheet, database, business graphics tool, and telecommunications software – all in a single program. So no matter how often you jump between tasks, Works keeps working right along with you.

Of course, the Macintosh system's brilliant graphics make it the tool of choice for artists and designers. They're offered an abundant choice of software programs.

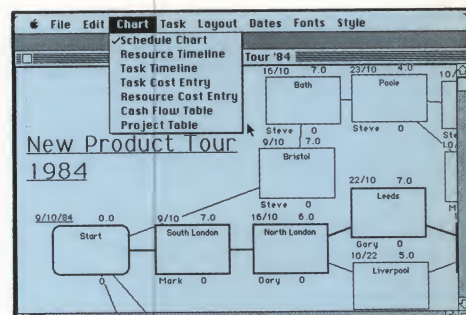


Apple Accounting – Sales Invoicing from Apple Computer

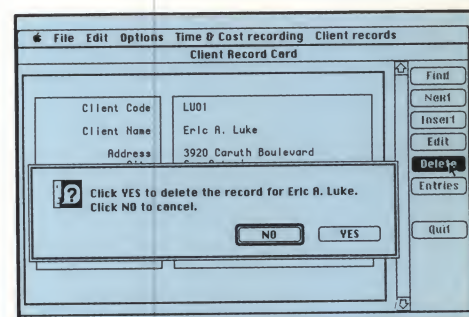
From MacDraw™ to create precise architectural drawings, to FullPaint™ and Adobe Illustrator™ to design remarkably intricate illustrations.

And since Apple Macintosh technology gave birth to that phenomenon called Apple DeskTop Publishing, it makes sense that it runs the most sophisticated page composition software: PageMaker 2.0, Ready Set Go 3 and Xpress. Three ingenious programs for blending text and graphics into stunning, publication-quality documents that emerge straight from your LaserWriter printer. With no typesetting invoices attached.

When plans move from the drawing board to the real world, Macintosh can help harried administrators with project management. MacProject™ lets you plan the most complicated projects in one at-a-glance flowchart. Shift a starting point or a completion date, and MacProject recalculates the entire schedule. It's never been easier to avoid bottlenecks – and meet deadlines.



MacProject from Apple Computer



Omnis 3 Plus from Blyth Software

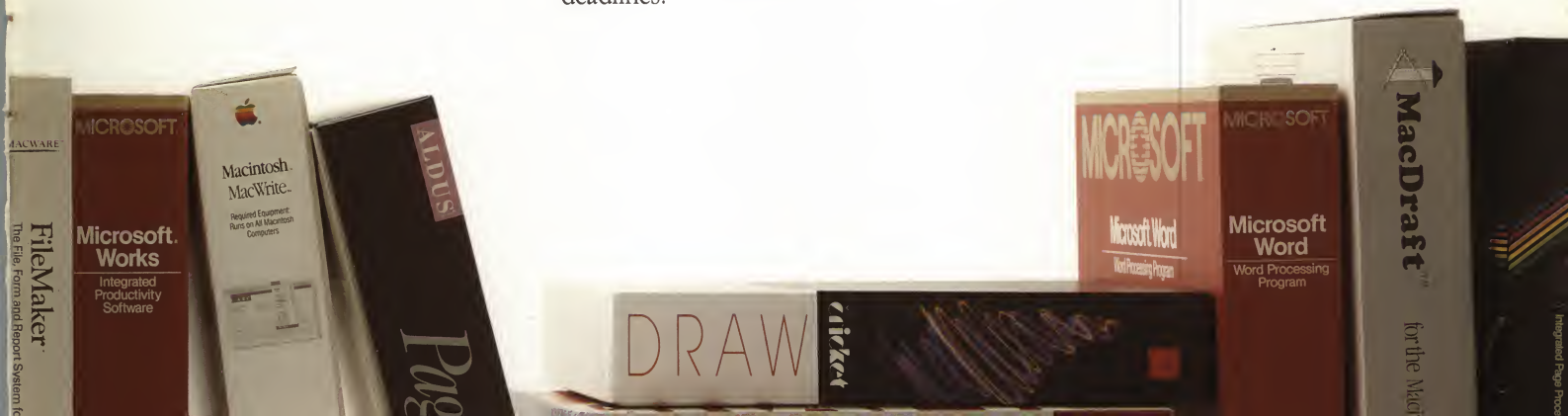
Quite simply, no other computer handles so many of your business tasks as skillfully as an Apple Macintosh computer.

Yet for all the diversity of Macintosh software, it has so much in common.

Once you've learnt to use one Macintosh program, you already know the basics required to run hundreds more. Because they all work much the same way.

Which means spending far less time learning to use your computer. And far more time actually using it.

For just about everything.



At Apple, innovation does not stop with technology.

"The Macintosh is the only computer I can think of that actually pays its way as a production tool."

David Kilpatrick
Editor and Designer of *The Master*
Photographer

"We believe that if you put extraordinary computing power in people's hands, extraordinary things will happen."

John Sculley
Chairman and Chief Executive
Apple Computer, Inc.

Buying a computer system for your business is not a decision to be taken lightly. It's nice to know that Apple can offer you two substantial guarantees: a solid history and a promise for the future.

From its entrepreneurial beginnings a decade ago, Apple has developed into a global Fortune 200* corporation with over \$2 billion in revenues and more than 5,000 employees in over 85 countries.

Which means we've satisfied millions of customers in just ten years.

But, while our company has grown, our commitment to those customers has never changed.

Today, we still make the world's most accessible computers to fill universal needs.

We still build tools for the mind designed to improve the way people create, work, learn, and communicate.

We still make our innovative technology affordable and do our best to protect your investment.

Which brings us to the promise we mentioned.

Apple Computer U.K. Limited have introduced an innovative new concept in after sales service. AppleCare™ offers Apple Computer owners the opportunity to protect their investment long after the normal one year warranty period has expired.



All for less than the cost of a single repair.

Cover can apply to virtually all items of Apple equipment regardless of age, and an AppleCare contract can be taken out at any stage of an Apple product's life.

The result is years of worry-free productivity on your Apple Macintosh.

*American equivalent to Times 1,000.



You're serious about your business, so are we.

By taking advantage of either the Apple Card or Apple Rent, you can take home the Apple Macintosh system of your choice today.

The Apple Card offers you easy, affordable credit terms with no down payment and convenient monthly repayments.

You can qualify for instant credit up to £2,500, or, if you wait a few days, you may exceed this figure should you need to.

Apple Computer are licensed credit brokers.

Alternatively, if you wish to conserve your working capital, you have the option of leasing with Apple Rent – a programme Apple designed together with Lloyds Bowmaker.



Apple Rent is the ideal vehicle for financing business purchases. There is no capital budget decision and the cost is fully tax allowable. You have price stability and no deposit is required. You have use of Apple computers with the flexibility that leasing allows and it is easy to add to your system.

There are more than 175 Authorised Apple Dealers around the country who will be willing to give you full details of the above programmes.

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Apple. The power to succeed.

